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Ideas... 4-H and YOUTH DEVELOPMENT



FEDERAL EXTENSION SERVICE U. S. DEPARTMENT OF AGRICULTURE

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NATIONAL AGRICULTURAL LIBRARY

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MAR 10 1970

Dear Coworkers:

When you see the term "Expansion" or "Expand 4-H" you are aware there are some exciting things under way. In 1966 a special program entitled "Operation Expansion" was launched in selected counties in the States of Maryland, Minnesota, Mississippi, North Carolina, Pennsylvania, and Washington. The results were most gratifying in the 21 counties participating in the pilot effort. The participating counties demonstrated it can be done. The over-all results:

The average members per agent year increased from 445 to 576.
The average enrollment per county increased from 806 to 1,045.
The average number adult leaders per county increased from 128 to 178.

This was approximately an increase of 30 percent in each of the above categories. These same six States are continuing their specialized efforts. In addition, all of the 13 Southern States have launched a region-wide expansion effort to extend the 4-H program to an increasing number of boys and girls. Each State has designed a special proposal to demonstrate the effects of using different methods to conduct the 4-H program. The States will gather bench-mark data, specify the goals and objectives to be reached. The States will develop appropriate evaluation materials and periodically report progress. A person has been designated in each of the Southern States to serve as coordinator of 4-H Operation Expansion. California has offered all counties the opportunity to be "Expansion Counties" and will see how an effort of this kind works with multiple counties.

SOUTHERN DIRECTORS AND STATE 4-H LEADERS MEET ON EXPANSION

The Southern Directors and State 4-H leaders met in Atlanta, Ga., February 8-9. The conference centered on expansion of the 4-H program. The results from the study of "Operation Expansion" were highlighted. The theme of the conference discussion focused on Cooperative Extension Service's continuous effort to increase the effectiveness and efficiencies of its 4-H educational program. Attention was given to highlighting national points and calling attention to factors in county and State program which should be considered for the expansion of 4-H. Throughout the conference there was a commitment to expand the number of youth reached. Also, emphasis centered on expansion in a variety of methods of seeking 4-H participation. Methods of increasing 4-H program efficiency by Extension staff were discussed.

4-H-37 (4/67)

4-H EXTENSION YOUTH SECTION AT ASAW

The 4-H Youth Section of the Association of Southern Agricultural Workers met in New Orleans from January 30 to February 1. Every southern State was represented; only Puerto Rico did not have a State 4-H staff member present. The program began with a paper by Dr. William L. Giles, President of Mississippi State University. The paper was titled "Teaching Youth Through 4-H" and the general theme was around the "genius of 4-H". Understanding and working with volunteers as well as utilizing sub-professionals was another program area in which papers were given. The study and explanation of "4-H Operation Expansion" was given.

This was the tenth anniversary program for the 4-H Section in ASAW. Jack Tyree, State 4-H Leader, Virginia, was elected president of the 4-H Section and Carlton Blalock, Assistant Director, 4-H, North Carolina, will serve as vice president and chairman of the program in 1968.

NORTHEAST STATE 4-H STAFF MEETING, FEBRUARY 28 - MARCH 2, 1967

Looking Ahead with Modern 4-H Programs was the theme of the conference in New York City this year. Special attention was given to Operation Expansion, staff in-service training, leadership development, work with low-income urban youth, 4-H via T.V. and Senior 4-H special projects. One-half day was spent in discussions with the Northeast Extension Directors on major points of interest in the 4-H program. The conference was planned by a committee headed by Merle Howes of Massachusetts. Mylo Downey, Russell Smith and Joe McAuliffe of our staff participated.

WESTERN STATES 4-H LEADERS FORUM - Salt Lake City, March 5-9

About 225 volunteer leaders and two professional staff members from each of the 13 Western States participated in the second forum focusing on the topic "Expanding 4-H". Planned by a committee appointed by the Western Regional Extension Directors and conducted by the National 4-H Club Foundation, the leaders attending evaluated the conferences as a "mountain top" experience. They are equipped to go home to work primarily with other adults and community leaders in reaching more youth through 4-H.

People included on the program were President Chase of Utah State University, Director Bennett of Utah, Rudy Monosmith, Charles Freeman, W. W. Eure, Fern Kelley, Joe McAuliffe and Dr. Dorothy Ford of Youthpower U.S.A. Scholarships are provided by J. C. Penney Company and Mr. Penney attended the final day's sessions. The program was under the direction of Andy Eure with Amy Kearsley serving as program chairman for the planning committee.

NATIONAL OUTLOOK CONFERENCE ON RURAL YOUTH

President Johnson has announced through a White House press release the National Outlook Conference on Rural Youth is to be held in Washington, D. C., October 23-26. The event is being sponsored jointly by five federal agencies--The Departments of Agriculture; Interior; Labor; Health, Education, and Welfare; and the Office of Economic Opportunity. About 750 persons from more than a hundred organizations and agencies throughout the Nation will be invited to take part. The USDA's Federal Extension Service, 4-H Division, will coordinate the Conference with Bob Pinches as primary contact. Information on the invitation procedures will be sent later.

FARM-URBAN UNDERSTANDING

A Christian Science Monitor article about 4-H illustrates examples how 4-H members are expanding the experiences of urban youth. Two examples:

Rural 4-H'ers now give pleasure to deprived city children by inviting them to the farm for visits. One organized by three Wisconsin 4-H Clubs a few years ago was such a success that it has become an annual project. After youngsters from the Settlement House in St. Paul, Minn., were divided among farm families, they rode horses, scrubbed pigs, fed chickens, and even milked cows.

A farm zoo set up last year by a Washington State 4-H Club, in cooperation with Operation Headstart, was another happy adventure for urban tots. Representative animals and fowl of the area were rounded up and assembled at McDonald's farm, and 200 of Yakima's under-privileged five-year-olds were transported there. They were enchanted. Plans are to expose more children to this enriching opportunity again this year.

CRESTED CLOVER CITATIONS AND PARTNER-IN-4-H

Nine organizations will receive 4-H Crested Clover citations during 1967, including:

American Dairy Association	Quaker Oats Company
American Oil Company	Simplicity Pattern Company
Girl Scouts of U.S.A.	U. S. Steel Company
Livestock Conservation Inc.	Conrad Hilton Hotel, Chicago
Progressive Farmer	(held over from 1966)

Each of these organizations has given nationwide support to important facets of 4-H work.

Partner-in-4-H recipients to be honored at a luncheon on April 28 are:

Mrs. Ann Garrison	Carl R. Miller
Dr. Kenneth Hildebrand	Allen Wagner
Dr. Walter Jacoby	T. M. Ware

A special Partner-in-4-H presentation is planned to Mrs. Lyndon B. Johnson at a White House Reception during National Conference.

4-H AT RURAL HEALTH CONFERENCE

The "Who Helps with Health" 4-H health program in West Virginia was a featured report by Mildred Fizer and Dr. Marilyn Jarvis at the Extension Seminar preceding the Rural Health Conference, March 9. Pilot work in Kanawha County, West Virginia was also explained.

Dr. Carlton Blalock was on the Seminar program to discuss "First Aid Instruction and Other Health Programs."

A special discussion about 4-H health programs and resources was held in advance of the Seminar on March 8. Twelve State 4-H staff members and Extension Health Specialists pooled their thinking, along with FES, National Service Committee and donor representatives.

STAFF TRAINING OPPORTUNITIES

To the list included in the last letter you might add the three laboratories in human relations training offered by the National Training Laboratories, National Education Association, 1201 - 16th Street, N. W., Washington, D.C. 20036. The laboratories are at Bethel, Maine, University of California Conference Center at Lake Arrowhead, and at Cedar City, Utah. These educational experiences are planned to help the participant increase self understanding, and effectiveness and leadership in relation to others.

North Carolina has announced a special three week's summer session for Adult Educators, Extension and other, from June 26 to July 14. Included are courses in the programming process, leadership theory, communications, child psychology, supervision and evaluation.

AWARDS FOR VOLUNTEER SERVICE

Nominations for the Lane Bryant annual awards for distinguished volunteer leadership are due April 15. These are for "any individual or organization engaged in voluntary and unpaid activities benefiting the community, State or Nation." For information and nomination blanks write to Lane Bryant Annual Awards, 465 Fifth Avenue, New York, N. Y. 10017

NEW 4-H SLIDE SET

Ralph Fulghum of the FES Information Division has been cooperating in the development of a 71-slide series entitled "Focus on Youth in 4-H". It will be available for \$8.00. Watch for announcement as soon as the accompanying script can be processed. The slide series was planned to explain 4-H to civic officials, organization leaders, and other prominent people. It will serve its best use when it is localized for the State and group to whom it is being shown.

MISS TEENAGE AMERICA AVAILABLE TO GROUPS

The Youth Safety Spokesman Program sponsored by the Lincoln-Mercury Division of the Ford Motor Company is available to 4-H and other youth organizations. Mr. John L. Solsbury, Director of Youth Activities has informed us that Miss Sandy Roberts of Milpitas, California, may be requested to participate in your programs. Transportation and other major expenses are assumed by Lincoln-Mercury Division. Additional information including a kit of promotional materials may be obtained from John L. Solsbury, Director, Youth Activities, Lincoln-Mercury Division, Ford Motor Company, 3000 Schaefer Road, Dearborn, Michigan 48121.

SOME NEW EDUCATIONAL AIDS

"Health Concepts - Guides for Health Instruction" is just released. It was done by the American Association for Health, Physical Education and Recreation, a department of the National Education Association, 1201 - 16th St., N. W., Washington, D. C. 20036. (Price \$1.75).

"Books and the Teen-Age Reader" by Robert Carlsen, Professor of English and Education at the State University of Iowa, is being sponsored by the National Book Committee and is to be published in April on a non-profit basis.

"Pittsburgh Plate Glass Company" has a beautiful new leaflet and filmstrip called "To Catch A Rainbow". It would be helpful for color emphasis in training home improvement and clothing project leaders. Filmstrip kits are \$3.00. Booklets in quantities up to 100 are available free.

"A Programmed Course in Red Cross Home Nursing" - The Red Cross has initiated a streamlined technique, called "Program Instruction." The course incorporates the fundamentals of home nursing. Your local chapter would know about this new material. (Student manuals cost \$1.50 each.)

QUOTABLE QUOTES

"There's no bomb shelter against the learning explosion."--Wilbur Schram, Director of Institute for Communications Research, Stanford.

"The child sees what we are, behind what we wish to be. He is a magnifying mirror. This is why the first principle of education is: Train yourself; and the first rule to follow if you wish to possess yourself of a child's will is: Master your own."

--Henri Frederic Amiel

"The steps in acceptance of a new idea are like this:

1. It's a foolish idea and will not work.
2. It's not a bad idea, but the time is not ripe.
3. The time is ripe, but we could not work out the idea here.
4. I was always in favor of this idea!"

--Copied from Kansas "Extri"

KANSAS 4-H JOURNAL--CAREERS ISSUE

For the past three or four years one issue per year of the Kansas 4-H Journal has been designated "Education and Careers Issue". The February, 1967 issue is the best yet. It gives information on all college and post high school institutions in Kansas. Also, it features several fine articles on aspects of career planning and educational preparation. This is a real service to families in Kansas and builds excellent relationships with the many Kansas educational institutions.

LEADS FOR LEADERS NO. 46

New Jersey provides an excellent example of the current trend in providing a 4-H Leadership Project for all interested teenagers. This thinking seems to have merit over the more popular approach in the past of offering Junior Leadership as a reward for older 4-H members. You will be interested in studying this material and filing it in the permanent working file of Leads For Leaders.

Incidentally, since most States receive several copies of Leads For Leaders, have you thought of providing one or two complete sets for loan to interested county workers, specialists or others. The material is only useful if some person in your State sees it and gets ideas. The mice in the files aren't much interested.

/SHARING SOME OF THE GOOD IDEAS BEING USED BY VARIOUS STATES/

ALASKA - 4-H at Centennial

The special 4-H Week at the Alaska Centennial Exposition has been set as July 30 - August 6. Leadership Conference dates cover part of that period.

CALIFORNIA - Regional Workshop

Programming better local 4-H Club activities and events was the goal of a 10-county Central Region leader workshop on the Davis Campus. Participants were county 4-H council chairmen, committee leaders and members.

CONNECTICUT - More Science in 4-H Foods

Agents participated in an early February training course on more science in food preparation, viewed as complementary to emphasis on the science of nutrition where they were previously trained. One of the helps provided was a set of slides which Connecticut had adapted from the Pennsylvania series. Agents will now train volunteer leaders.

CONNECTICUT - "A Special Event for Teenagers"

A State 4-H Weekend for Teenagers is scheduled for April 28 and 29 at the Hotel America in Hartford, Conn. Each county may select 25 members to attend, with the stipulation that at least 10 must be boys. Several tours are planned. A special speaking program is being arranged in the Hall of the House at the State Capitol. Mrs. Ella Grasso, Secretary of State and several legislators will address the group. A banquet and dance will round out the event.

FLORIDA - Workshop on Low Income

A workshop for working with low income families and groups was held March 20-23 for Extension home economics agents and others with special assignment. In addition to FES personnel, Eleanor Wilson arranged for Dr. Catherine Richards of HEW to participate. The Florida 4-H staff are arranging pilot programs in several counties.

GEORGIA - Family Life

The Georgia Extension Home Economics Council--approximately 25,000 homemakers--will sponsor recognitions in the senior division of the 4-H family life program. Objectives are to provide educational experiences to help 4-H'ers understand themselves, their family and friends, and to develop better personal relationships and manners. The enrollment in Georgia was more than 16,000 last year.

GEORGIA - Camp Counselors

A group of 68 counselors have been chosen and trained to serve approximately 11,000 campers at four Georgia 4-H camps. The counselors will teach interest groups, lead recreation activities and work with vesper programs. Selection was made on the basis of written application, interviews and observation.

IDAHO - 4-H Featured in "Idaho Agricultural Science"

A picture spread and story tells of 4-H progress in the Gem State, with a detailed description of 4-H member evaluation at 4-H dress revues. This procedure was first tried on a pilot basis in district revues.

INDIANA - Senator Bayh featured

Senator Birch Bayh, an Indiana 4-H Alumnus, was featured speaker at Indiana Rural Youth State Day in late January. Rural Youth Day concludes the Farm Science Days at Purdue.

INDIANA - Three Adult Leader Conferences

"The 70's Are Coming" is the theme for the 4-H Adult Leader District Conferences. Rotary International is sponsor for the 28th year. Classes will be held for experienced leaders and for new leaders.

IOWA - 4-H Camping Center Additions

A 461-acre farm west and north of the 4-H Camp has been purchased. This extra space will greatly expand the potential of the Camping Center.

KANSAS - Area 4-H Program

An area 4-H program--first of its kind in Kansas--is being organized in seven North Central counties. An area Extension specialist will be appointed to cooperate with the county Extension agents in conducting 4-H. Other area specialists have been employed previously but not to work exclusively with youth.

LOUISIANA - Agent Training on New National Report Form

Agents have received training in the new report form for 4-H recognition programs. Stella Jones developed a guide "Suggestions for Filling Out the National 4-H Report Form."

MARYLAND - Induction Training Guide for New Extension Agents, 4-H and Youth

The Maryland 4-H staff has developed a supervisory counseling guide for working with new Extension Agents employed in the 4-H program. It is designed for use in individual, face-to-face consultation between the 4-H supervisor and the new worker. Included are objectives, learning experiences, identification of responsibilities and references. The guide has three major sections: Orientation at the State Office, Planned Field Experiences, and Evaluation of Field Experiences.

MICHIGAN - New Facility at Camp Kett

A new structure to house resource staff has two small conference rooms on each of two levels. It is located on the far end of the dormitories and is fully enclosed.

MINNESOTA - Leaders Forum Established

A March 6-9 forum, themed to "Spotlight on Youth", aimed at helping leaders understand how youth function in groups and to deepen their commitment to working with young people. Other events open to leaders included visits to special youth-serving agencies, tour of the Capitol and the State Historical Society Museum.

MINNESOTA - Area Conferences Promote Natural Beauty

Minnesota delegates to the National Youth Conference on Natural Beauty and Conservation have been working closely together on follow-up plans. Nine youth organizations joined forces to plan and conduct eight area conferences on the first three Saturdays in February. Purposes of the conferences included developing within youth an appreciation for community service, informing and stimulating the organizations to conduct beautification projects, and outlining opportunities for observing Arbor Day. Highlights of the conference were the development of plans for youth and adult participation in their local communities.

MONTANA - Exchange with Ecuador 4-F

The new development of an Ecuador 4-F and Montana 4-H Club program has been discussed in both places. The exchange was launched with a publication using both Spanish and English.

NEW HAMPSHIRE - Approaches Expansion Through Local Leaders

A special letter to all local 4-H leaders in New Hampshire outlines the purposes and opportunities for expanding the 4-H program. State Leader, Jesse James, identified several ways leaders can help reach more youth and emphasized flexibility through short courses, special institutes, and approaches other than permanent clubs. Jesse indicates that the letter has been received with "splendid response."

NEW JERSEY - Tour Aids Education

Dave Wood, County 4-H agent, works cooperatively with grade school principals and teachers each year to conduct a tour of Atlantic County for 8th graders. Teachers select one student to represent their class and they in turn report and write a story on their experiences. Stories are reviewed by the County Extension office and the best one is published in the Atlantic County Press.

Points of interest included in the tour are: A forestry demonstration, poultry and fruit farms, a mushroom house, examples of water and wind erosion control, blueberry, strawberry and Christmas tree production .

OHIO - 4-H to Have Mock Legislative Session

The Ohio House of Representatives adopted a resolution approving the use of its chamber for 4-H mock legislative sessions on July 7. This is a feature of their 4-H Congress. The staff feels these sessions enable 4-H members to study State government in a practical real-life situation. Last year the 4-H'ers considered and voted on a bill to move the age limit for obtaining a driver's license from 16 to 18 years. Subject of this year's bill has not yet been selected.

OHIO - Service Awards of 1,300 Leaders

At the Ohio 4-H Advisers Recognition luncheon on March 23, about 1,300 men and women will receive "milestone" awards for 5 to 35 years' service to 4-H. Two leaders qualify for the 35-year awards, and 10 for the 30-year.

OREGON - Leadership Conference

The Oregon 4-H Leaders Conference--the 32nd annual--was themed to "4-H--A Family Affair". This was a three-day conference held at the Memorial Union Building on the OSU Campus.

PENNSYLVANIA - Changes in Staff Responsibilities

Changes in State 4-H staff responsibilities have been made in the interest of developing a unified approach to 4-H Club work and a stronger program. The staff now schedules a twice monthly meeting to insure communication and close working relationships. In each county, the designated State staff member plans conferences with the total County 4-H staff.

PENNSYLVANIA - Planning Conference by Telephone

A one-hour planning conference by telephone was held with the five Teen Leaders selected by Club 30-30 members to return in 1967 to assist with the program at Club Congress. Jerry Rayburn of State staff acted as moderator. In the hour's period they discussed 14 topics and made appropriate plans. A secretary listened in to the planning session and took notes. Pennsylvania has had several good experiences in planning by conference call.

TENNESSEE - Agent's Guide for 5-Year Planning

Recently, the Tennessee 4-H Staff with the involvement of the State Extension training and studies staff, completed the development of Extension Agent's Guide for Five-Year Planning Related to 4-H and Other Youth Work. These plans involve some definite guidelines which give a systematic approach in the evaluation of county 4-H programming. Some criteria are established for enrollment by counties and the program which should be involved.

VERMONT - 4-H Dairy Teen Board

Nine youth who make up the 4-H Dairy Teen Board met to plan the 1967 State day. They will actually administer the event where 4-H'ers from all over the State will show cattle. They will also make recommendations on the State dairy program and on literature.

WASHINGTON - 4-H'ers Visit Legislature

Members and leaders from two counties teamed up on a visit to observe the State Legislature in action. Members learned from their local representative how a bill is written, introduced, and acted upon. They also visited the Supreme Court Room and the State Treasurer's office, as well as the State Museum and State Library. A highlight was being welcomed by the Governor, who spoke briefly about safe driving and licensing of young drivers. The 4-H members were introduced from the floor of both the House and the Senate.

WEST VIRGINIA - 4-H Leaders' Training Conference for Health

Dental health education training was held at Cacapon State Park on November 5. Leaders were introduced to the Dental Health Education Training packet prepared by the School of Dentistry. Leaders were told that in helping 4-H members to proper selection of the dental health project, the age of the child, educational background of the family, and availability of dental personnel must all be considered.

WYOMING - State Leaders Conference

Two groups of leaders have scholarships for the annual 4-H leaders conference held in February. J. C. Penney stores, Sear Roebuck Foundation and Burlington Railroad each paid the expenses of one or more outstanding leaders from the various areas selected by the Extension Service.

/NEWS OF OUR CONWORKERS/

Dr. Jerry M. Macklin is named in Kentucky as Chairman, 4-H Extension Programs, replacing Dr. Ray Ranta who has moved to another position at the University. Jerry was formerly an area Extension director in Kentucky and before that on the 4-H staff in Indiana. He and Dr. "Petey" Williams, State 4-H Leader in Oklahoma, came to USDA for a special orientation briefing arranged by Lloyd Rutledge.

Lynne B. Dixon, of North Carolina now has the title of Associate State 4-H Leader.

Joe F. Fuller is newly appointed as a State 4-H staff member in Mississippi.

Jon Brake is the new editor of the Kansas 4-H Journal, replacing Don Esslinger. Jon has been on the staff of two newspapers and publisher of another.

Mary Woodward, Michigan had a two months' leave while she served as Director of the Adventure in World Understanding, through the Continuing Education Department at Michigan State.

Rhonwyn Lowry of Georgia plans to enroll at North Carolina next fall, pursuing work toward a doctorate.

Geraldine Fenn of Montana has announced a retirement date for spring of 1967. Gerry is a dedicated and competent staff member who has been outstanding in many fields.

H. S. ("Sy") Pringle of FES, who has given outstanding leadership to 4-H electric work, retired at the end of December.

Dwight Walker of New Mexico joined the 4-H Foundation staff as Deputy Coordinator of 4-H Peace Corps projects. Dwight was once a member of the 4-H Report-to-the-Nation team.

Dr. Earl L. Butz, Dean of Agriculture at Purdue University, has accepted appointment to the Board of Trustees of the National 4-H Club Foundation. He was appointed by the National Association of State Universities and Land-Grant Colleges.

Jesse W. Tapp, retired Chairman of the Board, Bank of America, died recently. He had given outstanding service to 4-H through the National 4-H Foundation, and was a 1961 National Alumni winner.

Gordon Elkins, a pioneer State 4-H Leader in Virginia died recently. Since retirement in 1948 he had continued to make his home at Blacksburg.

Ruth Current, who retired as Assistant Director in North Carolina, and was previously a 4-H staff member, died of pneumonia.

John Stormont, retired State 4-H Leader of Hawaii, now lives at 132 Grace Avenue, Prescott, Arizona. He is making unusual progress after a stroke.

Gertrude Hoffman, retired home furnishings specialist in Wisconsin, has spent three weeks in Ohio assisting with training conferences for agents and leaders on "Color, Texture, Design--In Space." Miss Hoffman is author of the new materials recently made available for 4-H home improvement work, through the courtesy of the S. and H. Foundation.

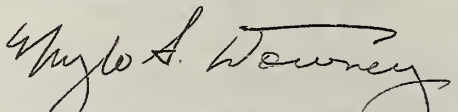
/IN CLOSING/

We'd like to end with a quote from the talk of Mr. A. W. Merrell of Ford Motor Company at 1966 Club Congress:

"I earnestly hope that the four H's which you and your many colleagues in foreign lands profess will flourish and spread. They might ultimately give mankind a fifth H. And that is hope, new hope for a better world in which men can live peaceful, happy, and productive lives.

Unfortunately, hope isn't automatically transformed into success. The difficulty in improving the State of things is that each effort must deal with people, with human nature. It must start anew with each individual it encounters. Wisdom and character can't be inherited, or passed on, or legislated. They must be acquired, haltingly, painfully and slowly. Each generation must achieve excellence on its own."

Sincerely yours,



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Enclosures